

**Last Received:** 10/12/2012 12:12 PM  
**Showing Buylines:** All Lines

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.
<b>Advertiser</b>	( ) .RESTORE OUR FUTURE
<b>Product</b>	RESTORE OUR FUTURE
<b>Estimate#</b>	2120
<b>Buyer</b>	ELISE CLOYD
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
**Agency C/P1/P2/E** //2120  
**Flight Dates** 10/13/2012 - 10/22/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON  
  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

RESTORE OUR FUTURE SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SA	6A-7A		:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
		Buyline Comment: SAT DAYBREEAK										
	2	SA	7A-8A		:30	\$850.00	10/13-10/13	1	1	1	\$850.00	
	3	SA	11P-1130P		:30	\$1,500.00	10/13-10/13	1	1	1	\$1,500.00	
		Buyline Comment: LATE NEWS										
	4	SU	7A-8A		:30	\$950.00	10/14-10/14	1	1	1	\$950.00	
		Buyline Comment: NEWS										
	5	M-F	12P-1P		:30	\$650.00	10/15-10/19	5	1	5	\$3,250.00	
		Buyline Comment: NOON NEWS										
	6	M	6P-630P		:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
		Buyline Comment: 6P NEWS										
	7	W-F	6P-630P		:30	\$2,000.00	10/17-10/19	3	1	3	\$6,000.00	
		Buyline Comment: 6P NEWS										
	8	M-F	7P-730P		:30	\$900.00	10/15-10/19	5	1	5	\$4,500.00	
		Buyline Comment: INSIDE EDIT										
	9	M-F	11P-1135P		:30	\$1,500.00	10/15-10/19	5	1	5	\$7,500.00	
		Buyline Comment: LATE NEWS										
	10	M-F	1135P-1235A		:30	\$650.00	10/15-10/19	5	1	5	\$3,250.00	
		Buyline Comment: TONIGHT										

Station WOOD-TV GRAND RAPIDS, MI.    Agency (    ) MENTZER MEDIA    Rep Firm

Advertiser (    ) .RESTORE OUR FUTURE    600 FAIRMONT AVE, S#306    Sales Office (    ) PHILADELPHIA

Product RESTORE OUR FUTURE    TOWSON, MD 21286    Salesperson (    ) IAN AMBRON

Estimate# 2120    Agency C/P1/P2/E //2120

Buyer ELISE CLOYD    Flight Dates 10/13/2012 - 10/22/2012    Salesperson Phone# 215-567-6005

Phone#    Hiatus Weeks    Salesperson FAX# 215-525-9757

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	SA	6A-7A		:30	\$400.00	10/20-10/20	1	1	1	\$400.00	
			Buyline Comment: SAT NEWS									
	12	SA	7A-8A		:30	\$850.00	10/20-10/20	1	1	1	\$850.00	
			Buyline Comment: SAT NEWS									
	13	SA	11P-1130P		:30	\$1,500.00	10/20-10/20	1	1	1	\$1,500.00	
			Buyline Comment: LATE NEWS									
	14	SU	7A-8A		:30	\$950.00	10/21-10/21	1	1	1	\$950.00	
			Buyline Comment: SUN NEWS									
	15	M	12P-1P		:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
			Buyline Comment: NOON NEWS									
	16	M	6P-630P		:30	\$2,000.00	10/22-10/22	1	1	1	\$2,000.00	
			Buyline Comment: 6P NEWS									
	17	M	7P-730P		:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
			Buyline Comment: INSIDE									
	18	M	11P-1135P		:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	
			Buyline Comment: LATE ENEWS									
	19	M	1135P-1235A		:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
			Buyline Comment: TONIGHT									

---REPORT TOTALS---

Report Totals: 37 / \$39,600.00

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Advertiser	( ) .RESTORE OUR FUTURE		600 FAIRMONT AVE, S#306	Sales Office	( ) PHILADELPHIA
Product	RESTORE OUR FUTURE		TOWSON, MD 21286	Salesperson	( ) IAN AMBRON
Estimate#	2120	Agency C/P1/P2/E	//2120		
Buyer	ELISE CLOYD	Flight Dates	10/13/2012 - 10/22/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

---SALES MONTHLY TOTALS---

Oct 12: 37 / \$39,600.00

Sales Totals: 37 / \$39,600.00

Station Totals: 37 / \$39,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$237,552	CATV	0%	WOOD	16%	WOTV	0%	WWMT	40%	WXMI	18%
		WXSP	0%	WZPX	0%	WZZM	23%				

---COMPETITIVE COMMENTS---

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Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE